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Message Text

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PAGE 01 ROME 02615 041104 Z

42
ACTION EB-11

INFO OCT-01 EUR-25 ADP-00 COME-00 RSC-01 RSR-01 /039 W
---------- 102932
R 041045 Z APR 73
FM AMEMBASSY ROME
TO SECSTATE WASHDC 8115
INFO AMCONSUL MILAN

UNCLAS ROME 2615

E. O. 11652: N/ A
TAGS: ECRP, OGEN, IT, US
SUBJ: CERP: PHOTOGRAPHIC EQUIPMENT B-5751, 5752

DEPT PASS COMMERCE

1. MISSION STRONGLY URGES CANCELLATION OF CERP REPORT B-5751, 5752, PHOTOGRAPHIC AND SENSITIVE MATERIALS, ITALY. THESE REPORTS APPEAR OF MARGINAL VALUE AS INFORMATION MUST BE OBTAINED FROM SUBSIDIARIES OF KODAK, 3 M AND POLAROID FOR THE USE OF A U. S. INDUSTRY IN WHICH THE SAME FIRMS ARE MAJOR IF NOT DOMINANT ELEMENTS. IN SENSITIVE MATERIALS ESPECIALLY, WHERE U. S. HAS 75 PERCENT OF TOTAL MARKET AND 95 PERCENT OF ITALIAN PRODUCTION (3 M), THIS ANNUAL EXERCISE APPEARS OF LIMITED VALUE TO U. S. TRADE INTERESTS.

2. COMMERCE- FUNDED 1969 MARKET STUDY SHOWED U. S. HAS POTENTIAL AMONG CONSUMER PHOTOGRAPHIC ITEMS ONLY IN ZOOM AND POWER ZOOM LENSES FOR CAMERAS AND MOVIE CAMERAS, 8 MM. MOTION PICTURE CAMERAS AND PROJECTORS. MARKET FOR THESE ITEMS BELIEVED DOMINATED BY JAPANESE IN HIGHER PRICE RANGE AND BY U. S. SUBSIDIARIES, ESPECIALLY KODAK, IN MASS CONSUMPTION LINES.

3. MISSION BELIEVES THAT EFFORT BEING EXPENDED ON THESE CERPS COULD BE MORE PRODUCTIVE IN OTHER, MORE EXPORT- DIRECTED ACTIVITIES. UNLESS INSTRUCTED, MISSION DOES NOT PLAN CONTINUE TO PREPARE THESE REPORTS. INTEREST OF U. S. INDUSTRY IN THESE REPORTS APPEARS OF DOUBTFUL VALUE IN VIEW SITUATION DESCRIBED PARA 1 ABOVE. MISSION VIES THEM AS EITHER REPORTS TO PRINCIPALS ON ACTIVITIES OF SUBSIDIARIES OR TO U. S. FIRMS ON
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ACTIVITIES OF OTHERS' SUCH WAS ADDRESSED TO THE HEADS OF THE TWO HOUSES, DIFFERS ONLY IN THAT IT BEGINS
" REQUEST YOUR EXCELLENCY DRAW ATTENTION YOUR HONOURABLE COLLEAGUES" INSTEAD OF " WISH DRAW ATTENTION YOUR EXCELLENCY".
BEGIN QUOTE WISH DRAW ATTENTION YOUR EXCELLENCY TO ASPIRATIONS OF VIETNAMESE PEOPLE IN PRESENT US- VIETNAMESE RELATIONS.
BEST ASSISTANCE GOVERNMENT USA COULD GIVE VIETNAMESE PEOPLE IN APPLICATION PRINCIPLE SELF- DETERMINATION IS
EFFECTIVE AND IMMEDIATE IMPLEMENTATION OF ARTICLE ELEVEN OF PARIS AGREEMENT OF JANUARY 27, 1973, TO WHICH USA GOVERNMENT IS A PARTY. END QUOTE.

4. IN RESPONSE TO PRESS INQUIRIES, EMBASSY IS SAYING ONLY THAT THE MESSAGES ARE BEING TRANSMITTED TO WASHINGTON.
WHITEHOUSE

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*** Current Handling Restrictions *** n/a
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Message Attributes

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Disposition Authority: n/a
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Disposition Event:
Disposition History: n/a
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Document Unique ID: 00
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